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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/930,445 Docket No. : 12835/100106
Inventor : Timothy J. GRISWOLD et al. Confirmation No. : 4414
Filed : August 16, 2001
Examiner : Laurie Anne RIES Art Unit : 2176

For : A NUMERIC/VOICE NAME INTERNET ACCESS ARCHITECTURE AND
METHODOLOGY

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Attention: Board of Patent Appeals and Interferences

REPLY BRIEF

Sir:

This Reply Brief is submitted in response to the Examiner's Answer mailed on March 8, 2007.

ARGUMENT

In the Appeal Brief, Appellants asserted that the system in Ashmore receives a marker associated with an entity such as a restaurant, hotel, theater, store, corporation, school or road sign, but also may be associated with more general concepts such as weather, traffic conditions, Mexican food, etc.; the system obtains information associated with the marker and a domain such as the geographical area in which a mobile device is located. The information associated with the markers is stored on a content server, not a particular website that a user wishes to access. Appellants argued that Ashmore does not disclose accessing a particular internet address from a wireless device by receiving a transmitted short-name of a website that a user of the wireless device desires to access.

In the Examiner's Answer, the Examiner responds by asserting that a user of a mobile device in Ashmore may transmit a short-name, such as "food" or the name of a business, to access a website. In support, the Examiner cites to column 2, lines 10-17 and 49-56. However, the cited portions do not disclose a short-name of a website comprising a code number representative of a particular internet address as recited in the claims. Lines 49-56 merely indicate that Ashmore's marker is a number, text string, pictogram, or other symbol or series of symbols; there is no disclosure of a particular website that a user wishes to access or a particular internet address. Lines 10-17 disclose the following:

The content server is in communication with a content database, **which stores content** associated with markers for specified domains. A domain mapping module within the content server uses the context information to map the marker to a domain. The content server retrieves the content referenced by the given marker and domain **from the content database** and sends it to the mobile network support system, which then transmits the content to the mobile device.

(Emphasis added.) Notably, the content accessed by a user of the mobile device is stored in a single content database that stores content for multiple domains; this content is delivered to the user by a single content server. Thus, each marker in Ashmore is associated with a subset of content provided by the content server, not with a separate website that the user desires to access. In fact, as previously described, the marker is associated with an entity such as a restaurant or a road sign, or a general concept such as weather or traffic conditions. *See* col. 2, lines 57-61. Further, there is no disclosure that the marker is representative of a particular internet address. Ashmore therefore fails to disclose each and every element of the claims.


For at least the above reasons, it is submitted that the claims are not anticipated by the cited references. Reversal of the rejections is requested.

Conclusion

Appellants respectfully request reversal of the rejections of claims 1-9, 18-38, 47-68 and 77-93. These claims are allowable over the cited art.

Respectfully submitted,

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